LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
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Come on down!

If you've reached down into the ultra low tar world only to come up empty on taste, come down to Merit Ultra Lights. *Thanks to Enriched Flavor,*™ *Merit Ultra Lights delivers deep-down tobacco taste* you'd never expect in a cigarette so low in tar. That's why it's one of today's fastest growing brands. So raise your standards. Come on down to Merit Ultra Lights.

Enriched Flavor,™ ultra low tar. A solution with Merit.

Merit Ultra Lights

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

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Kings: 5 mg "tar," 0.5 mg nicotine av. per cigarette by FTC method.

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Source: https://www.industrydocuments.ucsf.edu/docs/npjx0001

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